

# **MARKETING I**

## **Course Frameworks**

**Course Code: 04210**



**North Dakota Marketing Education**  
**State Board for Career and Technical Education**

<b>Course Title</b>	<b>Marketing I</b>
<b>MIS03 Course #</b>	<b>04210</b>
<b>License Code</b>	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
<b>Description</b>	This course develops student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through the use of three projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course.
<b>Performance Indicators</b>	82
<b>Credit</b>	1 credit
<b>Program of Study</b>	<i>Marketing I</i> a course for the Business Administration Program of Study for Marketing Education
<b>Grade Level</b>	Grade 10-12
<b>Course Outline Introduction</b>	An outline is provided to identify a recommended instructional sequence/schedule for <i>Marketing I</i> . The outline identifies the week in which each learning outcome should be taught and the performance indicators to be taught during that week.

<b>Week 1</b>	
	<p>Explain the goals of the <i>Marketing I</i> course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)—Review if <i>Business and Marketing</i> course used</p> <p>Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)</p>
<b>Week 2</b>	
	<p>Explain employment opportunities in marketing (PD:024) (CS)</p> <p>Analyze company resources to ascertain policies and procedures (CO:057) (CS)</p> <p>Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)</p>
<b>Week 3</b>	
	<p>Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS) [cont'd]</p> <p>Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)</p>
<b>Week 4</b>	
	<p>Describe the need for marketing information (IM:012, IM LAP 12) (CS)</p> <p>Identify information monitored for marketing decision-making (IM:184, IM LAP 11) (SP)</p> <p>Write business letters (CO:133) (CS)</p>
<b>Week 5</b>	
	<p>Write business letters (CO:133) (CS) [cont'd]</p> <p>Explain the nature and scope of selling (SE:017, SE LAP 117) (CS)</p> <p>Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)</p>
<b>Week 6</b>	
	<p>Demonstrate a customer-service mindset (CR:004) (CS)</p> <p>Reinforce service orientation through communication (CR:005) (CS)</p> <p>Adapt communication to the cultural and social differences among clients (CR:019) (CS)</p>
<b>Week 7</b>	
	<p>Respond to customer inquiries (CO:006) (CS)</p> <p>Explain company selling policies (SE:932) (CS)</p> <p>Interpret business policies to customers/clients (CR:007) (CS)</p>

<b>Week 8</b>	
	Handle difficult customers (CR:009, CR LAP 3) (CS) Handle customer/client complaints (CR:010) (CS) Describe the uses of grades and standards in marketing (PM:019, PM LAP 8) (CS)
<b>Week 9</b>	
	Explain warranties and guarantees (PM:020, PM LAP 4) (CS) Identify company's brand promise (CR:001) (CS) Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
<b>Week 10</b>	
	Acquire product information for use in selling (SE:062) (CS) Analyze product information to identify product features and benefits (SE:109, SE LAP 113) (SP) Explain the selling process (SE:048, SE LAP 126) (CS)
<b>Week 11</b>	
	Establish relationship with client/customer (SE:110) (CS) Determine customer/client needs (SE:111) (CS) Recommend specific product (SE:114, SE LAP 111) (CS)
<b>Week 12</b>	
	Calculate miscellaneous charges (SE:116) (CS) Process special orders (SE:009) (CS) Process telephone orders (SE:835) (CS)
<b>Week 13</b>	
	Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP) Identify the impact of product life cycles on marketing decisions (PM:024) (SP)
<b>Week 14</b>	
	Identify the impact of product life cycles on marketing decisions (PM:024) (SP) (cont'd) Describe the use of technology in the product/service management functions (PM:039) (SP) Explain business ethics in product/service management (PM:040) (SP)

<b>Week 15</b>	
	Identify consumer protection provisions of appropriate agencies (PM:017) (SP) Explain the concept of product mix (PM:003, PM LAP 3) (SP)
<b>Week 16</b>	
	Describe factors used by marketers to position products/services (PM:042) (SP) Explain the nature of product/service branding (PM:021, PM LAP 6) (SP) Explain the nature of corporate branding (PM:206, PM LAP 10) (SP)
<b>Week 17</b>	
	Explain the nature of corporate branding (PM:206, PM LAP 10) (SP) [cont'd] Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP) Describe the role of business ethics in pricing (PI:015) (SP)
<b>Week 18</b>	
	Explain the use of technology in the pricing function (PI:016) (SP) Explain legal considerations for pricing (PI:017) (SP) Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP) Semester Exam
<b>Week 19</b>	
	Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS) Explain the relationship between customer service and channel management (CM:002) (CS)
<b>Week 20</b>	
	Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS) Describe the use of technology in the channel management function (CM:004) (CS)
<b>Week 21</b>	
	Explain legal considerations in channel management (CM:005) (SP) Describe ethical considerations in channel management (CM:006) (SP) Write informational messages (CO:039) (CS)

<b>Week 22</b>	
	Write informational messages (CO:039) (CS) [cont'd] Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS) Explain the types of promotion (PR:002, PR LAP 4) (CS)
<b>Week 23</b>	
	Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP) Describe the use of business ethics in promotion (PR:099) (SP)
<b>Week 24</b>	
	Describe the use of technology in the promotion function (PR:100) (SP) Describe the regulation of promotion (PR:101) (SP)
<b>Week 25</b>	
	Explain types of advertising media (PR:007, PR LAP 3) (SP) Describe word of mouth channels used to communicate with targeted audiences (PR:247) (SP)
<b>Week 26</b>	
	Explain the nature of direct marketing channels (PR:089) (SP) Identify communications channels used in sales promotion (PR:249) (SP)
<b>Week 27</b>	
	Explain communications channels used in public-relations activities (PR:250) (SP) Write inquiries (CO:040) (CS)
<b>Week 28</b>	
	Explain the nature and scope of the marketing-information management function (IM:001, IM LAP 2) (SP) Explain the role of ethics in marketing-information management (IM:025) (SP)
<b>Week 29</b>	
	Describe the use of technology in the marketing-information management function (IM:183) (SP) Describe the regulation of marketing-information management (IM:419) (SP)

<b>Week 30</b>	
	<p>Explain the nature of marketing research (IM:010, IM LAP 5) (SP)</p> <p>Discuss the nature of marketing research problems/issues (IM:282, IM LAP 13) (SP)</p>
<b>Week 31</b>	
	<p>Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (IM:284, IM LAP 14) (SP)</p> <p>Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research) (IM:281, IM LAP 15) (SP)</p>
<b>Week 32</b>	
	<p>Discuss the nature of sampling plans (i.e., who, how many, how chosen) (IM:285, IM LAP 16) (SP)</p> <p>Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (IM:289) (SP)</p>
<b>Week 33</b>	
	<p>Explain characteristics of effective data-collection instruments (IM:418) (SP)</p> <p>Explain techniques for processing marketing information (IM:062) (SP)</p>
<b>Week 34</b>	
	<p>Explain the use of descriptive statistics in marketing decision-making (IM:191) (SP)</p> <p>Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)</p>
<b>Week 35</b>	
	<p>Explain business ethics in selling (SE:106, SE LAP 129) (SP)</p> <p>Describe the use of technology in the selling function (SE:107) (SP)</p>
<b>Week 36</b>	
	<p>Describe the nature of selling regulations (SE:108) (SP)</p> <p>Course Assessment</p> <p>Final Exam</p>